

AIR FORCE NEWSPAPER EVALUATION CHECKLIST					
REFERENCES					
AFR 190-1, Public Affairs Policies and Procedures.			Associated Press Stylebook and Libel Manual.		
NAME OF NEWSPAPER		DATE OF ISSUE		DATE OF EVALUATION	
UNIT AND LOCATION					
CODES					
E – Excellent		G – Good		W – Work needed	
		I – Inadequate		N – Not applicable	
1. CONTENT ANALYSIS					CODE
A. Does the paper cover the base community through news, editorials, features, sports, and entertainment?					E G W I N
B. Does news content clearly reflect the base's mission?					E G W I N
C. Do editorials cover topics which impact on readers or relate to mission accomplishment?					E G W I N
D. Does the paper carry Air Force and command news, localized when possible?					E G W I N
E. Are special emphasis programs being covered?					E G W I N
F. Is the commander involved in the paper?					E G W I N
G. Is news timely and relevant to readers?					E G W I N
H. Do photos and graphic art contribute effectively to the paper's content?					E G W I N
I.					E G W I N
2. JOURNALISTIC QUALITIES					
A. Is reporting responsible, complete, factual and objective?					E G W I N
B. Is writing clear, concise and grammatically correct?					E G W I N
C. Are the leads tight and interesting?					E G W I N
D. Are headlines and cutlines written effectively?					E G W I N
E. Are the stories presented properly?					E G W I N
F. Are news sources identified?					E G W I N
G. Are the writer's opinions confined to bylined features or editorials?					E G W I N
H. Is the style proper and consistent?					E G W I N
I.					E G W I N
3. LAYOUT AND DESIGN					
A. Is the design of Page 1 effective?					E G W I N
B. Can the editorial page be distinguished from other pages?					E G W I N
C. Are other pages given their own character?					E G W I N
D. Can cutlines be distinguished from body copy?					E G W I N
E. Is the newspaper well organized?					E G W I N
F. Does the choice and use of type styles enhance the paper?					E G W I N
G. Are headlines displayed properly?					E G W I N
H. Does white space contribute to the overall look of the paper?					E G W I N
I. Are functional devices used to break up large masses of copy?					E G W I N
J. Are special layout and design techniques used?					E G W I N
K. Is reproduction clear?					E G W I N
L. Are feature pages and photo features displayed effectively?					E G W I N
M. Is attention paid to minor details?					E G W I N
N.					E G W I N
4. POLICY VIOLATIONS					
A. Does the paper conform to AFR 190-1?					E G W I N
B. Does the paper conform to other regulations?					E G W I N
5. OVERALL EVALUATION					E G W I N
COMMENTS (If more space is needed, continue on reverse and identify by Item No.)					
PRINT OR TYPE NAME AND TITLE OF CONSULTANT		SIGNATURE		ORGANIZATION AND ADDRESS	